



WDIV

ORDER

Print Date 09/25/12 Page 1 of 5

Flight Dates **09/24/12-10/03/12**

Contract / Revision **259922** / JUDICIAL CRISIS NTWK
Original Date / Revision
09/21/12 09/25/12 Agency Com 15%
Billing Contact
Advertiser **ISS/Judicial Crisis Network**
New till 09/16/13 **814 King St, Suite400**
Alexandria, VA 22314
Agency **Smart Media Group**
Buying Contact Sales Office PHI
Sales Region NAT
Agency Ref
814 King St, Suite400
Alexandria, VA 22314

Order Sep 00:15:00
Estimate # **924C03 - Oakland County Circ**
Alt Order # **06330460**
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes AGY POL ISSUE
Product Codes PL-Ballot-Related
Priority P-2
Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 164900

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Order Totals		Billing Plan							
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	52	\$92,990.00	\$109,400.00	0.00	08/27/12	09/30/12	52	\$92,990.00	\$109,400.00
October 2012	26	\$47,175.00	\$55,500.00	0.00	10/01/12	10/03/12	26	\$47,175.00	\$55,500.00
Totals	78	\$140,165.00	\$164,900.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	52	\$92,990.00	\$109,400.00	0.00	08/27/12	09/30/12	52	\$92,990.00	\$109,400.00
October 2012	26	\$47,175.00	\$55,500.00	0.00	10/01/12	10/03/12	26	\$47,175.00	\$55,500.00
Totals	78	\$140,165.00	\$164,900.00	0.00					



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Flight Dates 09/24/12-10/03/12

Hiatus Dates

Original Date / Revision 09/21/12/ 09/25/12

Order Sep 00:15:00

Advertiser **ISS/Judicial Crisis Network** Product **JUDICIAL CRISIS NTWK** Estimate # **924C03 - Oakland County Cir**



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Order Sep 00:15:00

Advertiser ISS/Judicial Crisis Network Product JUDICIAL CRISIS NTWK Estimate # 924C03 - Oakland County Cir

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
E 17	WDIV	09/25/12	09/28/12	Jeopardy 1230-1p M-F	CM	1230P-1P	-- 1 - 1 --	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
Jeopardy 1230P-1P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	-- 1 - 1 --						2	\$700.00	0.00			
E 18	WDIV	09/24/12	09/28/12	Ricki Lake 3-4p	CM	3-4p	111111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
Ricki Lake															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	111111--						5	\$600.00	0.00			
E 19	WDIV	10/01/12	10/03/12	Ricki Lake 3-4p	CM	3-4p	111----	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
Ricki Lake															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	111----						3	\$600.00	0.00			
E 20	WDIV	09/24/12	09/28/12	M-F Local News @ 4pm	CM	4p-430pm	111111--	:30	5	\$1,700.00	P-2	0.00	NM	5	\$8,500.00
M-F Local News @ 4pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	111111--						5	\$1,700.00	0.00			
E 21	WDIV	10/01/12	10/03/12	M-F Local News @ 4pm	CM	4p-430pm	111----	:30	3	\$1,700.00	P-2	0.00	NM	3	\$5,100.00
M-F Local News @ 4pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	111----						3	\$1,700.00	0.00			
E 22	WDIV	09/27/12	09/27/12	M-F 430-5P Inside Edition	CM	430p-5p	--- 1 - --	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
Inside Edition M-F 430-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	--- 1 - --						1	\$2,500.00	0.00			
E 23	WDIV	10/01/12	10/03/12	M-F 430-5P Inside Edition	CM	430p-5p	1- 1 - - -	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
Inside Edition M-F 430-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	1- 1 - - -						2	\$2,500.00	0.00			
E 24	WDIV	09/24/12	09/28/12	5-6pm Local 4 News M-F	CM	530P-6P	1- 1 - 1 --	:30	3	\$3,400.00	P-2	0.00	NM	3	\$10,200.00
(5:30 PM-6:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	1- 1 - 1 --						3	\$3,400.00	0.00			
E 25	WDIV	10/02/12	10/02/12	5-6pm Local 4 News M-F	CM	530P-6P	- 1 - - - -	:30	1	\$3,400.00	P-2	0.00	NM	1	\$3,400.00
(5:30 PM-6:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	- 1 - - - -						1	\$3,400.00	0.00			
E 26	WDIV	09/25/12	09/27/12	6-630pm Local 4 News M-F	CM	6P-630P	- 1 - 1 - --	:30	2	\$3,800.00	P-2	0.00	NM	2	\$7,600.00
M-F Local 4 News 6-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 1 - 1 - --						2	\$3,800.00	0.00			
E 27	WDIV	10/01/12	10/03/12	6-630pm Local 4 News M-F	CM	6P-630P	1- 1 - - -	:30	2	\$3,800.00	P-2	0.00	NM	2	\$7,600.00
M-F Local 4 News 6-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	1- 1 - - -						2	\$3,800.00	0.00			
E 28	WDIV	10/02/12	10/02/12	M-F Access 7-730P Who	CM	7P-730P	- 1 - - - -	:30	1	\$3,800.00	P-2	0.00	NM	1	\$3,800.00
M-F Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	- 1 - - - -						1	\$3,800.00	0.00			
E 29	WDIV	09/24/12	09/28/12	M-F Local 4 News @11p	CM	11P-1135P	1- 1 - 1 --	:30	3	\$5,300.00	P-2	0.00	NM	3	\$15,900.00
11-1135P Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/12	10/07/12	1- 1 - 1 --						1	\$5,300.00	0.00			



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N43	WDIV	09/30/12	09/30/12	Sun 1030-1130a MTP	CM	1030A-1130A	-----S	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
Meet The Press															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 09/24/12	09/30/12	-----S		1	\$2,700.00			0.00							
														Totals	78\$164,900.00